

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended): A method for controlling a computer with recorded information of a digital video disk to obtain information from a vendor at a vendor location on a network, comprising the steps of;

5 embedding a unique user perceivable code in digital recorded video information of the digital video disk such that the unique user perceivable code will be output during the normal playback of the digital recorded video information and within the video/audio bandwidth thereof, the unique user perceivable code in close association with vendor routing information defining the route over the network from a user location to the vendor location, location, wherein the user location further includes user ID information that uniquely identifies the user location;

10 operating the video disk at the user location disposed on the network to read the digital recorded video information therefrom and outputting the read digital recorded video information on a display at the user location;

extracting the unique user perceivable code with an extractor during output of the digital recorded video information to a user at the user location; and

15 in response to the step of extracting the unique user perceivable code, transmitting the unique user perceivable code and the user ID information from the user location to an intermediate location on the network in accordance with intermediate location routing information stored at the user location;

20 accessing at the intermediate location a database of vendor routing information in response to receiving at the intermediate location the transmitted unique user perceivable code from the user location, the database providing an association between the unique user perceivable code and a vendor location on the network and includes user profile information which is associated therein with the user ID information of the user location, there being a plurality of such vendor routing information stored in the database;

25 comparing the received unique user perceivable code with the stored unique user perceivable codes associated with vendor routing information in the database;

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if there is a match between the received unique user perceivable code and any of the stored unique user perceivable codes associated with vendor routing information information, and the received user ID information of the user location with the stored user profile information associated with the received user ID information, transmitting the vendor routing information
5 corresponding to the matched unique user perceivable codes back to the user location; and

in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the vendor location over the network and receiving vendor information therefrom wherein the vendor routing information and the matching stored profile information is returned to the user location from the intermediate location for processing by a
10 computer at the user location to control the operation thereof to access the information from the vendor at the vendor location on the network, and wherein the stored profile information is sent to the vendor location.

Claims 2 and 3 (Canceled)

4. (Original): The method of Claim 1, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing information is comprised of the URL for the location.

5 5. (Previously Presented): The method of Claim 1, wherein the unique perceivable code is an audible tone that was output within the audio/video bandwidth of playback and it is perceivable.

6. (Currently Amended): A method for controlling a computer with recorded information of a digital video disk to obtain information from a vendor at a vendor location on a network,
10 comprising the steps of:

embedding a unique user perceivable code in digital recorded video information such that the unique user perceivable code will be output during the normal playback of the digital

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recorded video information and within the video/audio bandwidth thereof, the unique user perceivable code in close association with vendor routing information defining the route over the network from a user location to the vendor location, wherein the user location further includes user ID information that uniquely identifies the user location;

5 operating the video disk at the user location disposed on the network to read the digital recorded video information therefrom and outputting the read digital recorded video information on a display at the user location;

 extracting the unique user perceivable code with an extractor during output of the digital recorded video information to a user at the user location;

10 in response to extracting the unique user perceivable code, transmitting the unique user perceivable code and user ID information from the user location to an intermediate location disposed on the network in accordance with intermediate location ~~with~~ routing information of the intermediate location stored at the user location;

 performing a matching operation of unique user perceivable codes associated with
15 vendor routing information stored at the intermediate location with the received unique user perceivable code including the steps of:

 accessing at the intermediate location a database of vendor routing
information in response to receiving at the intermediate location the transmitted unique user
perceivable code from the user location, the database providing an association between the
20 unique user perceivable code and the vendor location on the network and user profile
information which is associated therein with the user ID information of the user location,
there being a plurality of such vendor routing information stored in the database, to return
to the user location matching vendor routing information of a vendor location disposed on
the network and stored profile information matching the received user ID information, the
25 vendor location having the vendor information contained thereat; and

 in response to receiving the matching vendor routing information at the user
location, interconnecting the user location with the vendor location over the network in

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accordance with the vendor routing information and receiving the vendor information therefrom and sending the matching stored profile information to the vendor location for processing by a computer at the user location to control the operation thereof.

Claims 7 and 8 (Canceled)

9. (Original): The method of Claim 6, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing information is comprised of the URL for the location.

5 10. (Previously Presented): The method of Claim 6, wherein the unique user perceivable code is an audible tone that was output within the audio/video bandwidth of playback and it is perceivable.

Claims 11 - 19 (Canceled)

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